

**ENROLLMENT MANAGEMENT COMMITTEE
MINUTES**

**March 16, 2022 | 3:00 – 4:30 p.m.
Zoom Meeting 916 9355 8264**

ATTENDANCE (BOLD indicates online presence)

Leonor Aguilera	Rudy Carrion	Nahla El Said	Guillermo Medina	Sergio Rodriguez	Barbara Sproat
Joanne Armstrong	Jennifer Coto	Scott Howell	Tuyen Nguyen	Andy Salcido	Martin Stringer
Elizabeth Arteaga	AJ Cully	Regina Lamouelle	Elaine Pham	Jorge Saucedo-Daniel	Aaron Voelcker
Denise Bailey	Darlene Diaz	Christine Martinez	Marcelo Pimentel	Roxzel Tellez Soto	Guest(s): Marilyn Flores

NEW BUSINESS	DISCUSSIONS/COMMENTS	OUTCOME/FOLLOW UP
Motion to Amend the Agenda	Dr. Marilyn Flores would like to be added to the agenda to share some new information with the Enrollment Management Committee.	Meeting start time: 3:00 p.m. Motion: Aaron Voelcker Second: Martin Stringer No Discussion Motion Passed
Motion to Add an Amendment to Item #4, Spring 2022 Enrollment Update	Added B. Target Setting	Motion: Aaron Voelcker Second: Martin Stringer No Discussion Motion Passed
1) Welcome		
2) Approval of February 16, 2022 Minutes	Minutes approved as presented	Motion to Approve: Scott Howell Second: Darlene Diaz Discussion: None Abstain: Andy Salcido Motion carried without dissent
3) Committee Reports / Updates (as related to Enrollment Management)	PIE: Rescheduled April meeting to the 5 th Wednesday of March due to Spring Break. The PIE committee is currently working on the Resource Request process. PIE will receive committee member rankings, complete the prioritization rubric for nine funding categories, then return to PIE for consideration, discussion and a vote before recommendation to College Council during the May meeting.	
4) Spring 2022 Enrollment Update A. RG542 Report	A. RG542 Report: Committee reviewed a summary of the RG542: • Headcount is down 15.5% (Non-credit is down by 4.5%)	

B. Target Setting

- FTES is down 14.5% (Non-credit is down by less than 1%) which means there are fewer students taking more classes.
- FTES/FTS - Efficiency is down by 8.2% (Non-credit is down by 19%)
- Seats Filled down by 9.5% (Non-credit is down 3.4%)
- Section Count is up 2% (Non-credit is up by 31.5%) which means SCC is offering more sections this year than last Spring
- Enrollment/Sections at 88.73% of last year. Down 11.3% (Non-credit is lower) which means there are less students in classrooms.

B. Target Setting: Dr. Marilyn Flores

This topic was discussed at the District Enrollment Management Task Force. Dr. Flores was asked to identify goals, target numbers and strategies to increase enrollment. In 2017/2018 (hold harmless year), SCC was at 8,936 FTS. Due to changes in legislation and the pandemic, the hold harmless period was extended to 2024/2025. The goal now is to get back to 2017/18 FTS. Dr. Flores provided the committee with a detailed analysis and projections for growth. In conjunction with non-credit, SCC is looking to grow by 261 FTS next year, adding ~90 sections. Non-credit has committed to 4% growth per year over the next three years. This entire effort must be strategic and intentional.

The following areas have been identified as having the greatest potential for growth at SCC:

1. Dual Enrollment - Drs. Ralston, Castro and Flores will be visiting each high school in person to facilitate connections, re-establish commitment and work to expand that program.
2. Career Education - Strong Workforce dollars can be used to resurrect previous programs, i.e. automation lab. Looking to apply automation technology to various industries (drones, robotics, etc.).
3. International Students – Technically, this population is considered contract education and does not contribute to FTS, but it does generate revenue, which is also important.
4. Early Childhood Education/Child Development – This is a rising program and SCC is entering the realm of developing apprenticeships in that area.

Next Steps:

1. Add new curriculum that will grow specific areas and/or industries.
2. Think outside the box. Where is the demand? For example, should SCC do weekend classes again in programs that are currently impacted?
3. Deans and Department Chairs will examine historical trends in specific disciplines using Power BI to identify patterns of growth and/or decline.
4. Do more outreach.
5. Management wants to know what needs to be done specifically to support future growth. For example, increase the number of adjuncts to teach the new courses and/or programs.

Aaron Voelcker appreciates the fact that SCC is taking a more holistic approach toward growing enrollment. Not just looking at specific disciplines, but also targeting student populations and sub-populations in the communities that we serve.

Andy Salcido appreciates the proactive approach and strategy that focuses on specific areas, as we develop a way to get us to a better place.

Leonor Aguilera suggested we consider legislation coming down (AB298) that will affect all students, courses, enrollment and scheduling to complete an AA in two years. SCC needs to think ahead as to how this will affect the different disciplines.

Regina Lamourelle discussed new legislation in early childcare. California passed a law that by 2023/24, all 3 and 4-year old's will be served by local school districts in some manner. SCC needs to look at creative ways to develop new courses to complete this program, i.e. maybe adding a chemistry course focused around food or adding courses for parents and/or grandparents raising children, etc.

Darlene Diaz recommended Marilyn reach out to the Curriculum Committee to discuss future ideas. Curriculum research, exploration and development was written into the HSI Title V Grant so if RSCCD can move toward hiring people to start that work, we can get going on this.

<p>5. Enrollment Management Plan - the current plan expires at the end of the academic year</p> <ul style="list-style-type: none"> A. Approaching SEM Planning: Where do you fall on the Stages of SEM Continuum? (Pages 19-25) B. The Six Steps to Building Your SEM Plan (Page 51) C. Environmental scan embedded within our accreditation report <ul style="list-style-type: none"> i. Jot down - (Pages 54 & 56) 	<p>The SCC Enrollment Management Committee is creating a Strategic Enrollment Management (SEM) Plan with the assistance of AACROA (American Association of Collegiate Registrars and Admissions Officers). The presentation has been uploaded to TEAMS and the EMC webpage for reference. A robust committee discussion ensued on the following topics:</p> <ul style="list-style-type: none"> A. On the Continuum of Development outlined below, what stage is SCC currently in? Denial – Nominal – Structural – Tactical – Strategic B. Six Steps to Building Your SEM Plan <ol style="list-style-type: none"> 1. Setting the Course 2. Set Focused Enrollment Goals 3. Key Enrollment Indicators 4. Identify SEM Strategies 5. Make the Case for SEM 6. Create Tactical Work Plans C. Environmental scan embedded within our accreditation report <ol style="list-style-type: none"> 1. What is your North Star for a SEM Plan? 2. Where do you want to be in five years (or 3 or 7)? 3. Is there a timeframe for your institution’s strategic plan to which you will align the SEM Plan? <p>Nahla El Said: North Star is reaching the FTES goals Marilyn outlined earlier.</p> <p>Darlene Diaz: North Star is reaching out to ALL of the community, not just those students who enroll in a class here.</p> <p>Dr. Marilyn Flores: North Star is a plan that is clear, flexible, student centered, efficient and fiscally sustainable.</p> <p>Jorge Saucedo-Daniel: As an institution, providing an equitable educational opportunity for ALL students. While meeting FTES projections.</p> <p>Darlene Diaz: As an institution, in 5-7 years she would like to be able to serve the entire community and make sure people know we have something for everyone at SCC. They can come to us for anything and earn a higher wage in the process</p> <p>Christine Martinez: Many tech jobs do not require a degree</p>	<p>EMC members: Please take time to review the environmental scan and the institutional self-evaluation report posted to the TEAMS site. This will provide a better understanding of our local community, demographic composition, the educational needs, growth potential in population (adults 25 and older), and challenges of our current students (what student groups are performing at what rate). This will help us be on the same page for the next meeting.</p>
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	<p>Barbara Sproat: Sustainability comes to mind. Make sure SCC has the faculty and staff we need in place to accomplish our goals.</p> <p>Leonor Aguilera: Look at what industries out there are hiring and complement our programs to meet those needs. Create a strong sense of belonging for students here at SCC.</p> <p>Regina Lamourelle: For Child Development, she would like to see a Child Development Center that houses the educational program along with the child development delivery system. We need to be ahead of the game to match what industry needs to what we offer. We don't want to chase somebody else's good idea of what's happening.</p> <p>Aaron Voelcker: If we want to serve the whole community, the community needs to know we exist. They need to know what we offer. Until that is accomplished, we won't see the intersect between us, higher ed and industry needs like we would like to. We've got to get ourselves out there. We need to continue to be involved in community events and be more engaged and proactive with our community. We are moving the right direction.</p>	
6. Upcoming - Goal Workshop with Tammy Agard		
ANNOUNCEMENTS		
Next Meeting	April 20, 2022	Meeting ended at 4:34 p.m. Motion to Adjourn: Barbara Sproat Second: Aaron Voelcker Motion Carried

EMC meetings are held on the 3rd Wednesday of the month from 3:00-4:30pm in H-209-4

Santiago Canyon College Mission Statement: *Santiago Canyon College is an innovative learning community dedicated to intellectual and personal growth. Our purpose is to foster student success and to help students achieve these core outcomes: to learn, to act, to communicate and to think critically. We are committed to maintaining standards of excellence and providing the following to our diverse community: courses, certificates, and degrees that are accessible, applicable, and engaging. (Approved by RSCCD Board of Trustees, 12-04-17)*

Enrollment Management Committee Mission Statement: *With a primary focus on sustaining long-term student success and in accordance with Santiago Canyon College's mission and core goals, the Enrollment Management Committee (EMC) will develop a holistic and integrated approach to enrollment management that supports college-wide collaboration, engagement, creative-thinking and consensus building.*

The purpose of the EMC is to discuss enrollment strategies and to make recommendations that contribute to student access, recruitment, persistence, completion, and lifelong learning through diverse program offerings.